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*Coker's*  
PEDIGREED TOBACCO  
*Seed*

1946  Season

COKER'S PEDIGREED SEED COMPANY  
HARTSVILLE, S. C.



This fine field of Mammoth Gold tobacco was produced by C. E. Byrd, leading Darlington County, S. C., farmer.

## *Coker's Pedigreed* **MAMMOTH GOLD**

Our 1946 Strain of Mammoth Gold results from fifteen years of scientific breeding and testing. Coming from a cross of Gold Dollar and Yellow Mammoth, it combines the best characters of each—the excellent quality, color and wide adaptability of Gold Dollar and the heavy yield and desirable type of Yellow Mammoth.

Coker's Mammoth Gold produces most pounds per acre of any of our varieties and under normal conditions makes a high average quality of cigarette tobacco. This feature is especially desirable under present marketing conditions when the differential between grades is small and where most pounds per acre of cigarette tobacco mean most dollars per acre. We consider it a desirable variety for all except the heaviest types of tobacco soil in the flue-cured belt.

### **DESCRIPTION**

**Weight:** The best of the high quality cigarette types which we have bred or tested.

**Curing:** Easiest to cure of all our pedigreed varieties. Holds its color better than other varieties and cures out to a rich lemon color.

**Leaf:** Long, rather broad, rounding out to a good tip.

**Stalk:** The stalks are medium to tall and the leaves are well spaced admitting ample sunlight.

**Texture:** The best. Waste or trash less than 10% with fair seasons and proper handling.

**Disease Resistance:** Best of any strain or variety we have offered.

**Season:** Matures a week to ten days earlier than most other varieties.

**PRICES:** \$2.00 per ounce; \$14.00 per half pound; \$26.00 per pound, postpaid.



Typical plant of Coker's Mammoth Gold. Note vigorous growth, size and shape of leaves, well spaced to permit uniform ripening.

## *Coker's Pedigreed* **YELLOW MAMMOTH**

Coker's Yellow Mammoth is a desirable bright tobacco which has been gaining in popularity in many sections of the bright belt because of the satisfactory results it has given. It is especially well suited for medium to heavy sandy loam soils.

Coker's Yellow Mammoth combines good weight with quality, has medium long leaves, broad and filled out at tip—well spaced and of uniform ripening. It cures out a dark lemon or bright orange with minimum of blue butts.

It is important that care be taken in seeing that this tobacco is fully ripe before gathering instead of merely yellow—which is characteristic of the growth of Yellow Mammoth.

**PRICES:** \$1.00 per ounce; \$7.00 per half pound · \$12.00 per pound, postpaid.



Coker's Gold Dollar tobacco growing in our tobacco variety test.

## *Coker's Pedigreed* **VA. BRIGHT LEAF**

Virginia Bright Leaf, as its name indicates, is a bright cigarette type and a popular variety. It grows a leaf of superior quality but fewer pounds per acre than some of our other varieties.

This tobacco has made a good record in the eastern section of the flue-cured belt and has done especially well on medium to lighter grades of tobacco soil. The quality and yield of Virginia Bright Leaf has been greatly improved by our breeders since we began working with it in 1929. This year's strain cures to a good lemon color except when planted on heavier clay soils. The fibers in the leaves are smaller and a more uniform ripening has reduced blue butts to a minimum.

**PRICES:** \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.

# *Coker's Pedigreed* **GOLD DOLLAR**

Coker's Gold Dollar is perhaps the most widely planted variety in the flue-cured belt and has added many millions of dollars to the value of the crop, which is evidence of its performance and dependability.

Our best recommendation of our 1946 strain of Gold Dollar is that it is a pure line selection which has all the good Gold Dollar qualities that seventeen years of scientific breeding and an expert knowledge of tobacco can combine. This variety has been inbred for more than a dozen generations in order to maintain and improve its good qualities and to furnish our customers with a dependable, uniform and safe cigarette tobacco.

## **DESCRIPTION**

**Weight:** Among the best of high quality cigarette types.

**Curing:** Easy to cure, very few blue butts.

**Texture:** Excellent.

**Stalk:** Medium to tall; leaves well spaced, admitting maximum sunlight and insuring uniform ripening.

**Leaf:** Long, rather broad; fills out to a good tip.

**Uniformity:** Probably the most outstanding characteristic of this tobacco. Resulting from long years of inbreeding and selection. It is remarkably uniform in size and shape of leaf, height of plant and time of ripening.

**Waste or Trash:** Minimum, less than 10% with fair seasons and proper handling.

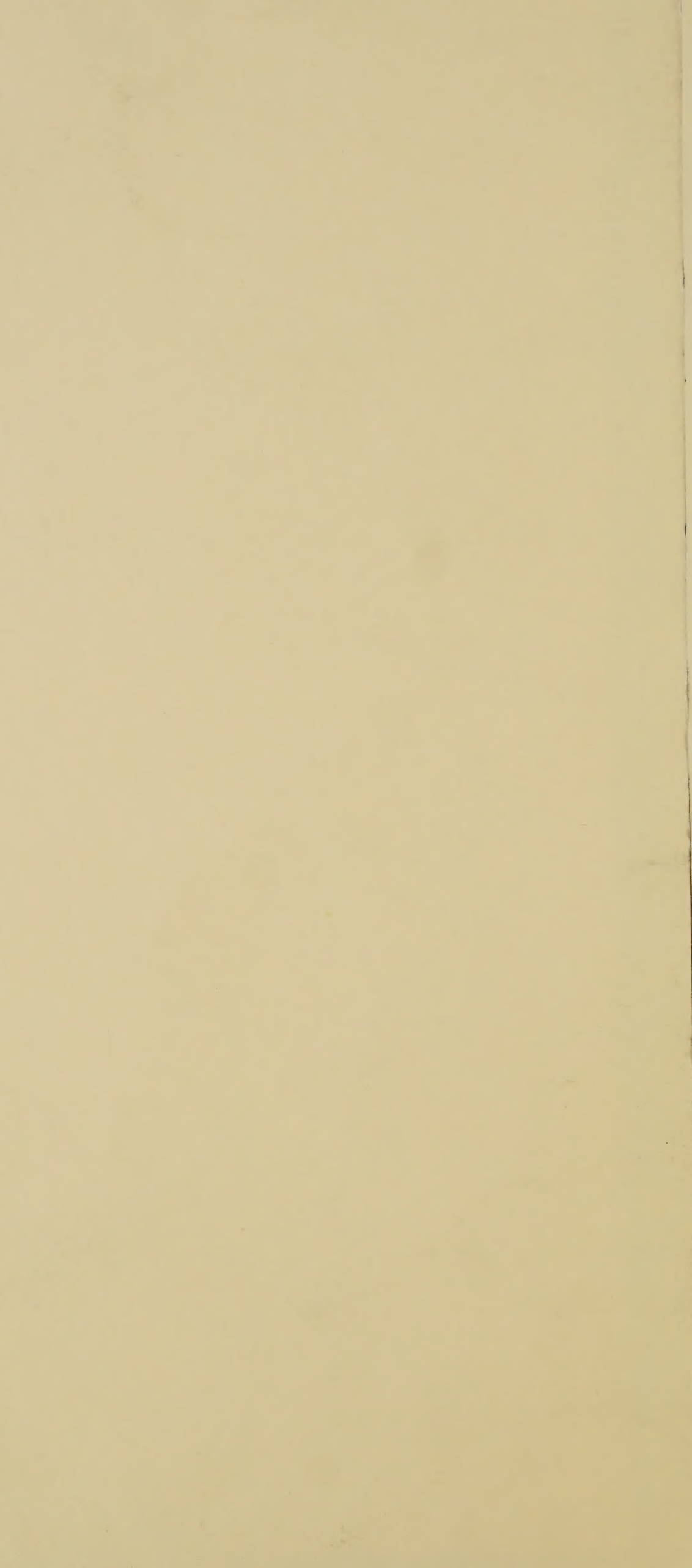
**Adaptability:** Will give good results on practically every type of tobacco soil in the flue-cured belt from Virginia to Florida.

**Gathering:** Can be left longer in the field after yellowing with less burning than many other varieties.

**PRICES:** \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound. postpaid.

Isolated seed field showing uniformity of height and type.





# How our tobacco seed are bred and handled.

**1** Every year in our breeding fields of each variety, outstanding plants are selected based on type, size, spacing and quality of leaves, plant development and general appearance.

**2** Before heads of selected plants are bagged to prevent cross breeding, all flowers which have opened or matured are carefully removed as these may have been cross pollinated with other plants.

**3** Strong paper bags are carefully tied on the pruned seed heads.

**4** A breeding field after bagging has been completed.

**5** Bags are frequently moved up to permit normal growth of seed heads and for examining seed pods for possible insect damage.

**6** Bud worms are removed by vigorous shaking of seed heads.

**7** Poison bait made up of a mixture of Lead Arsenate to forty pounds of Corn Meal is used for bud worm control.

**8** Bags must be promptly replaced if damaged by heavy rains or windstorms.

**9** Selected plants are given breeding number and tagged for prompt identification.

**10** As the leaves ripen, they are gathered and tagged with varietal name and plant number.

**11** Ripe leaves from selected plants tagged and strung up ready for curing.

**12** Showing four of our modern tobacco curing barns.

**13** Automatic electrically operated coal stokers, thermostatically controlled, help maintain proper curing temperatures in our tobacco barns.

**14** Bringing out stick of cured leaves.

**15** All curings of leaves from selected plants are assembled in plant lots and carefully checked by tobacco experts for color, quality and value.

**16** After accurate evaluation of all plants has been made, only the few best of these are saved which show highest quality, best texture, desirable weight and greatest money value. The seed of these are increased as the new strain of the variety.

**17** After the seed have been carefully screened, they are put through the air blast cleaner which separates light weight, undeveloped seed and trash from the pump, heavy seed.

**18** Here is a nice lot of Coker's Pedigreed tobacco seed which have been sifted once and cleaned twice on air cleaner.

**19** The next step is the treating of the seed with a solution of formaldehyde and water. Here is shown careful measuring to insure solution of proper strength.

**20** Great care is taken in treating to be certain of thorough disinfection and for protection from any possible seed borne diseases.

**21** After treating, seed are washed thoroughly with large quantities of water in cloth covered vats.

**22** Next they are spread out in a thin layer on drying racks. This drying period usually requires about two weeks.

**23** Recleaned treating tobacco seed greatly enlarged. Note that only plump, healthy seed remain. All light weight seed and trash are removed.

**24** Final product—a spill proof ounce container of Coker's Pedigreed tobacco seed, labeled with name of variety and our Red Heart trade mark—your guarantee of purity and quality.

# *Coker's Pedigreed* **JAMAICA WRAPPER**

Our Pedigreed Jamaica Wrapper is a distinct improvement on the general strain and our breeding work on this variety dates back to 1928. In our variety test that year, Jamaica Wrapper led its nearest competitor by \$74.49 per acre and Coker's Pedigreed Jamaica Wrapper is a product of 16 years scientific breeding and selection from that stock. The leaves are long, rather broad, well spaced, insuring uniform ripening, less inclined to disease and cures a bright yellow.

Our Jamaica Wrapper has a finer texture and cures a more uniform color on both sides of the leaf than its parent strain.

**PRICES:** \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.

# *Coker's Pedigreed* **BONANZA**

Coker's Pedigreed Bonanza is an excellent tobacco of medium size with well spaced leaves. On sandy loam soils—the type for which it is especially well suited—it usually combines good weight with quality. The Bonanza on which we began our breeding work in 1928 was a fair cigarette type but had a tendency towards a red color. This undesirable feature has been largely eliminated. The leaves are long and of medium width—quite different from the old narrow leaf type we started with—and cures easily to a good orange color.



Coker's Pedigreed Bonanza is popular in the bright belt of Florida where it has made a splendid record. It is also successfully planted in certain sections of Georgia and South Carolina.

**PRICES:** 85 cents per ounce; \$6.00 per half pound; \$11.00 per pound, postpaid.

## SELECTED 401

The Selected 401 tobacco seed which we offer are grown from seed stock bred and furnished us by North Carolina Tobacco Experiment Station, Oxford, N. C. Following is a description of this variety sent us by the breeders:

"The 401 variety of tobacco is a cross between Cash and No. 400. It is a rather broad leaf type with well shaped leaves somewhat more pointed than the 400. The bottom leaves are well developed, thereby producing good yields of high quality primings. The total yield is somewhat larger than most of the standard varieties. It is well adapted to most soils in the flue-cured area; easily cured; medium early maturity."

**PRICES:** \$1.00 per ounce; \$7.00 per half pound; \$13.00 per pound, postpaid.



**CAUTION:** Growers of Coker's Mammoth Gold, Gold Dollar, Yellow Mammoth and Jamaica Wrapper are cautioned to permit these varieties to ripen fully before gathering. When the tobacco leaf is fully ripe and ready to pull, all of the veins and fibers will show a white or transparent color when the leaf is examined looking toward the sun. These varieties usually require a slightly longer yellowing period during the process of curing.

Inspecting bags and seed heads on selected plants. This is done at regular intervals to detect broken bags which may result in cross pollination.



# *The Tobacco Outlook for 1946*

The 1945 tobacco crop may be the largest ever produced, exceeding last year's record production of 1,950 million pounds. The expected increase this year over last is attributable to a larger acreage of flue-cured even though over-all yields per acre are below 1944. Another large planting is likely in 1946 because prices have been favorable this year and last, and the 1946 allotments will be at least as large as 1945.

Stocks of all major types of tobacco except burley and dark air-cured are about the same as or slightly lower than a year ago . . . . . In relation to disappearance, stocks of all other types of tobacco are below normal. The large 1945 crop of flue-cured will result in a slight increase in the 1945-'46 season supply.

Demand for flue-cured tobacco, the only type now being sold by farmers, is strong again this season, and prices of most grades are above those of a year ago. It is possible under this year's price ceilings that this season's average price will be about 1 cent per pound above last year's average of 42.4 cents per pound. The highest average price ever received by flue-cured growers was 44.4 cents in 1919.



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